Under the Paperwork Reduction Act of 1995, no persons are Substitute for form 1449A/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(use as many sheets as necessary)

Sheet of 9

required to respond to a collection of it	nformation unless it contains a valid OMB control numb				
Complete if Known					
Application Number	10/039,062				
Filing Date	December 31, 2001				
First Named Inventor	Matz				
Group Art Unit	2448				
Examiner Name	Strange, Aaron N.				
Attorney Docket Number	01376				

U.S. PATENT DOCUMENTS						
Examiner Initials *	Cite No.	U.S. Patent Document Kind Co		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	
		D437,879		Weinandt	02-2001	
		D494,953		Leung	08-2004	
		3,798,610		Bliss et al.	03-19-1974	
		3,886,302		Kosco	05-27-1975	
		4,130,833		Chomet	12-19-1978	
		4,258,386		Cheung	03-24-1981	
		4,361,851		Asip et al.	11-30-1982	
		4,488,179		Kruger et al.	12-11-1984	
		4,566,030		Nickerson et al	01-21-1986	
		4,567,591		Gray et al.	02-28-1986	
		4,598,288		Yarbrough et al.	07-01-1986	
		4,602,279		Freeman	07-1986	
		4,688,248		Tomizawa	08-18-1987	
		4,689,661		Barbieri et al.	08-25-1987	
		4,697,209		Kiewitt et al.	09-1987	
		4,720,873		Goodman et al.	01-19-1988	
		4,816,904		McKenna et al.	03-28-1989	
		4,890,322		Russell, Jr.	12-26-1989	
		4,912,552		Allison	03-27-1990	
		5,010,585		Garcia	04-23-1991	
		5,046,090		Walker et al.	09-03-1991	
		5,046,092		Walker et al.	09-03-1991	
		5,055,924		Skutta	10-08-1991	
		5,173,900		Miller et al.	12-22-1992	
		5,191,645		Carlucci et al.	03-02-1993	
		5,208,665		McCalley et al	05-04-1993	
		5,247,347		Litteral et al.	09-21-1993	
		5,249,044		VonKohorn	09-28-1993	
		5,287,181		Holman	02-15-1994	

Signature Considered

Substitute for form 1449A/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

Under the Paperwork Reduction Act of 1995, no persons are

(use as many sheets as necessary)

Sheet of 9

Complete if Known					
Application Number 10/039,062					
Filing Date December 31, 2001					
First Named Inventor Matz					
Group Art Unit 2448					
Examiner Name Strange, Aaron N.					
Attorney Docket Number 01376					

U.S. PATENT DOCUMENTS						
Examiner Initials *	Cite No.1	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	
		5,335,277		Harvey et al.	08-02-1994	
		5,339,315		Maeda et al.	08-16-1994	
		5,343,240		Yu	08-30-1994	
		5,357,276		Banker et al.	10-18-1994	
		5,374,951		Welsh	12-20-1994	
		5,389,964		Oberle	02-1995	
		5,382,970		Kiefl, John B.	01-1995	
		5,404,393		Remillard	04-04-1994	
		5,410,326		Goldstein	04-1995	
		5,410,344		Graves	04-1995	
		5,436,653		Ellis et al.	07-1995	
		5,446,490		Blahut et al.	08-29-1995	
		5,446,919		Wilkins, Jeff K.	08-1995	
		5,500,681		Jones	03-1996	
		5,532,735		Blahut et al.	07-1996	
		5,543,911		Levitan	07-1996	
		5,585,838		Lawler et al.	12-17-1996	
		5,585,865		Amano	12-1996	
		5,606,602		Johnson et al.	02-1997	
		5,608,448		Smoral et al.	03-04-1997	
		5,619,247		Russo	04-1997	
		5,659,350		Hendricks	08-1997	
		5,661,516		Carles, John B.	08-1997	
		5,698,670		Matty	10-06-1997	
		5,710,815		Ming et al.	01-1998	
		5,740,549		Reilly et al.	04-1998	
		5,724,521		Dedrick	03-1998	
		5,724,525		Beyers II et al.	03-1998	

Examiner	Date
Signature	Considered

Substitute for form 1449A/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

Under the Paperwork Reduction Act of 1995, no persons are

(use as many sheets as necessary)

Sheet of 9

required to respond to a collection of	of information unless it contains a valid OMB control numb		
Complete if Known			
Application Number	10/039,062		
Filing Date	December 31, 2001		
First Named Inventor	Matz		
Group Art Unit	2448		
Examiner Name	Strange, Aaron N.		
Attorney Docket Number	01376		

	U.S. PATENT DOCUMENTS					
Examiner Initials *	Cite No.1	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	
		5,740,549		Reilly et al.	04-1998	
		5,754,393		Herz	05-1998	
		5,754,775		Adamson et al.	05-1998	
		5,758,257		Herz	05-1998	
		5,774,170		Hite et al.	06-1998	
		5,778,182		Cathey et al.	07-07-1998	
		5,794,210		Goldhaber et al.	08-11-1998	
		5,796,952		Davis et al.	08-1998	
		5,809,481		Baron et al.	09-1998	
		5,838,314		Neel	11-1998	
		5,848,396		Gerace	12-1998	
		5,848,397		Marsh et al.	12-1998	
		5,850,447		Peyret, Patrice	12-1998	
		5,854,897		Radziewicz et al.	12-1998	
		5,861,906		Dunn	01-199	
		5,872,834		Teitelbaum, et al.	02-1999	
		5,883,942		Lim et al.	03-1999	
		5,892,536		Logan	04-1999	
		5,901,209		Tannhenbaum, et al.	05-1999	
		5,946,636		Uyeno et al.	08-1999	
		5,973,683		Cragun	10-1999	
		6,002,393		Hite	12-1999	
		6,005,597		Barrett	12-1999	
		6,100,916		August	08-2000	
		6,134,531		Trewitt et al.	10-2000	
		6,185,614		Cuomo	02-2001	
		6,199,076		Logan et al.	03-2001	
		6,202,210		Judtke, Harold A.	03-2001	
		6,236,975		Boe et al.	05-2001	

Examiner Signature

Substitute for form 1449A/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

Under the Paperwork Reduction Act of 1995, no persons are

(use as many sheets as necessary)

of 9 Sheet

Complete if Known			
Application Number	10/039,062		
Filing Date	December 31, 2001		
First Named Inventor	Matz		
Group Art Unit	2448		
Examiner Name	Strange, Aaron N.		
Attorney Docket Number	01376		

	U.S. PATENT DOCUMENTS				
Examiner Initials *	Cite No.1	U.S. Patent Document	Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	
		6,253,189	Feezell et al.	06-2001	
		6,282,713	Kitsukawa	08-2001	
		6,292,549	Lung et al.	09-2001	
		6,304,644	Karnowski	10-2001	
		6,310,943	Kowlaski	10-2001	
		6,314,568	Ochiai	11-2001	
		6,317,488	DePond et al.	11-2001	
		6,324,271	Sawyer et al.	11-2001	
		6,332,021	Latter et al.	12-2001	
		6,339,639	Henderson	01-2002	
		6,341,161	Latter et al.	01-2002	
		6,345,187	Berthoud et al.	02-2002	
		6,351,637	Lee	02-2002	
		6,353,929	Houston, John S.	03-2002	
		6,366,772	Arnson	04-2002	
		6,408,437	Hendricks et al.	06-2002	
		6,427,003	Corbett	07-2002	
		6,438,216	Aktas, Christoph	08-2002	
		6,442,262	Moss et al.	08-2002	
		6,442,263	Beaton et al.	08-2002	
		6,445,781	Heinmiller et al.	09-2002	
		6,477,704	Cremia	11-2002	
		6,457,010	Eldering	09-2002	
		6,463,468	Bush	10-2002	
		6,480,589	Lee et al.	11-2002	-
		6,493,439	Lung et al.	12-2002	
		6,496,569	Pelletier et al.	12-2002	
		6,496,571	Wilson	12-2002	
		6,496,818	Ponte	12-2002	
		6,498,841	Bull et al.	12-2002	
		6,505,348	Knowles	01-2003	

	Examiner Signature	Date Considered	
в			

a plus sign (+) inside this box PTO/SBR08A (06-00)

Approved for use through 10/31/2002 OMB 0581-0001

U.S. Patent and Trainman Coffice U.S. DEPARTMENT OF COMMERCE

Urder the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unions accounts and dollect conditionable.

	Substitute	for form 1449A/PTC)		Complete if Known			
					Application Number	10/039,062		
	INFO	RMATION	DIS	CLOSURE	Filing Date	December 31, 2001		
	STAT	EMENT B	Y AI	PPLICANT	First Named Inventor	Matz		
					Group Art Unit	2448		
		(use as many she	ets as	necessary)	Examiner Name	Strange, Aaron N.		
Ī	Sheet	5	of	9	Attorney Docket Number	01376		

	U.S. PATENT DOCUMENTS									
Examiner Initials *	Cite No.1	U.S. Patent Document	Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY						
		6,507,839	Ponte	01-2003						
		6,510,417	Woods	01-2003						
		6,529,591	Dosani et al.	03-2003						
		6,530,082	DelSesto et al.	03-2003						
		6,542,583	Taylor	04-2003						
		6,542,591	Amro et al.	04-2003						
		6,546,092	Corbett et al.	04-2003						
		6,553,110	Peng	04-2003						
		6,553,178	Abecassis, Max	04-2003						
		6,560,317	Quagliana	05-2003						
		6,560,327	McConnell	05-2003						
		6,570,971	Latter et al.	05-2003						
		6,571,344	Sitnik, Eran	05-2003						
		6,574,319	Latter et al.	06-2003						
		6,584,490	Schuster et al.	06-2003						
		6,631,360	Cook	10-2003						
		6,631,181	Bates et al.	10-2003						
		6,639,979	Kim	10-2003						
		6,650,743	Heinmiller et al.	11-2003						
		6,718,021	Crockett et al.	04-2004						
		6,728,355	Kowalski	04-2004						
		6,731,727	Corbett et al.	05-2004						
		6,748,058	Schwend et al.	06-2004						
		6,748,068	Walsh et al.	06-2004						
		6,766,003	Moss et al.	07-2004						
		6,771,754	Pelletier et al.	08-2004						
		6,771,755	Simpson	08-2004						
		6,772,209	Chernock	08-2004						
		6,785,301	Chapman et al.	08-2004						
		6,785,368	Eason et al.	08-2004						

Examiner	Date
Signature	Considered

a plus sign (+) inside this box PTO/SBR08A (06-00)

Approved for use through 10/31/2002 OMB 0581-0001

U.S. Patent and Trainman Coffice U.S. DEPARTMENT OF COMMERCE

Urder the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unions accounts and dollect conditionable.

1	Substitute	for form 1449A/PTC)			Complete if Known	
					Application Number	10/039,062	_
INFORMATION DISCLOSURE					Filing Date	December 31, 2001	
	STAT	EMENT B	ΥA	PPLICANT	First Named Inventor	Matz	
					Group Art Unit	2448	
_		(use as many she	ets as	necessary)	Examiner Name	Strange, Aaron N.	
Ū	Sheet	6	of	9	Attorney Docket Number	01376	

			U.S. PATENT DOCUMENTS		
Examiner Initials *	Cite No.1	U.S. Patent Document	Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	
		6,798,879	Beham, Thoms C.	09-2004	
		6,807,267	Moss et al.	10-2004	
		6,810,115	Fukuda	10-2004	
		6,810,527	Conrad et al.	10-2004	
		6,816,481	Adams et al.	11-2004	
		6,826,271	Kanabar et al.	11-2004	
		6,831,974	Watson et al.	12-2004	
		6,845,151	Peng	01-2005	
		6,970,641	Pierre	11-2005	
		6,976,268	Courtney	12-2005	
		6,985,882	Del Sesto, Justin	01-2006	
		7,000,245	Pierre	02-2006	
		7,039,599	Merriman	05-2006	
		7,020,336	Cohen-Solal	03-2006	
		7,093,932	Eldering	05-2006	
		7,100,183	Kunkel et al.	08-2006	
		7,343,354	Hennessey, Peter J.	03-2008	
		7,587,732	Wright et al.	09-2009	
		2002/0004382	Cox et al.	01-2002	
		2002/0090933	Rouse et al.	07-2002	
		2002/0009184	Shnier	01-2002	
		2002/0016748	Emodi et al.	02-2002	
		2002/0122401	Xiang et al.	09-2002	
		2002/0183098	Lee et al.	12-2002	
		2002/0191755	Lew et al.	12-2002	
		2002/0049967	Haseltine et al.	04-2002	
		2002/0035600	Ullman et al.	03-2002	
		2002/0032906	Grossman	03-2002	
		2002/0035600	Ullman et al.	03-2002	
		2002/0123928	Eldering et al.	09-2002	

Examiner Signature		Date Considered	
-----------------------	--	--------------------	--

PTO/SB/08A (08-00)
Approved for use through 10/31/2002, OMB 0651-0031
U.S. Patent and Tradomark Office: U.S. DEP ARTMENT OF COMMERCE guired to respond to a collection of fromfaction unless is continue a valid OMS control number.

		Under the Paperwo	ik Kedo	caloni Alca di 1995, no persons an	e required to respond to a collection of t	mormation unless it contains a valid OMB control number		
1	Substitute	for form 1449A/PTC)		Complete if Known			
					Application Number	10/039,062		
	INFO	RMATION	DIS	CLOSURE	Filing Date	December 31, 2001		
	STAT	TEMENT B	ΥA	PPLICANT	First Named Inventor	Matz		
					Group Art Unit	2448		
		(use as many she	ets as	necessary)	Examiner Name	Strange, Aaron N.		
┖	Sheet	7	of	9	Attorney Docket Number	01376		

U.S. PATENT DOCUMENTS U.S. Patent Document									
Examiner Initials *	Cite No.1	U.S. Patent Document	Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY					
		2002/0092017	Klosterman et al.	07-2002					
		2002/0157109	Nakano et al.	10-2002					
		2002/0013757	Bykowsky	01-2002					
		2003/0092384	Ross, III	05-2003					
		2003/0108184	Brown et al.	06-2003					
		2003/0050100	Dent Paul W.	03-2003					
		2003/0095650	Mize	05-2003					
		2003/0148758	McMullin, William P.	08-2003					
		2003/0115597	Yassin et al.	06-2003					
		2003/0003990	Von Kohorn, Henry	01-2003					
		2003/0110497	Yassin et al.	06-2003					
		2003/0115597	Yassin et al.	06-2003					
		2003/0172374	Vinson et al.	09-2003					
		2003/0067554	Klarfeld	04-2003					
		2004/0261127	Freeman et al.	12-23-2004					
		2004/0128682	Liga et al.	07-2004					
		2004/0125929	Pope	07-2004					
		2004/0248560	Bedingfield et al.	12-2004					
		2005/0060759	Rowe et al.	03-2005					
		2005/0084084	Cook et al.	04-2005					
		2006/0106710	Meek et al.	05-2006					
		2006/0075456	Gray	04-2006					
		2006/0106710	Meek et al.	05-2006					
		2006/0161952	Herz et al.	07-2006					
		2006/0271552	McChesney et al.	11-2006					
		2007/0083885	Harding, Michael T.	04-2007					
		2007/0038514	Patterson et al.	02-2007					
		2008/0167943	O'Neil	07-10-2008					
		2010/0100435	Matz	04-2010					

ſ	Examiner Signature	Date Considered	

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number. Substitute for form 1449A/PTO Complete if Known Application Number 10/039.062 INFORMATION DISCLOSURE Filing Date December 31, 2001 STATEMENT BY APPLICANT First Named Inventor Matz Group Art Unit 2448 (use as many sheets as necessary) Examiner Name Strange, Aaron N. Sheet of 9 Attorney Docket Number 01376

	U.S. PATENT DOCUMENTS										
Examiner Initials *	Cite No.	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY						
		2010/0083298		Gray	04-2010						
		2010/0257037		Matz	10-2010						
		2010/0191601		Matz	07-29-2010						

			FOREIGN PAT	ENT DO	CUMENTS			
Examiner Initials*	Cite No.1	Office 3	Foreign Patent Document Office Number ⁴		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ₈
			EP 0 424 648		Wachob	02-02-1991		
			EP 1 162 840		Wilson	12-2001		
			WO 99 52285	Hendricks		10-14-1999		
			WO 99 04561		Alexander	01-28-1999		
			WO 94 17609		Kiefl et al.	08-04-1994		

	OTHER PRIOR ART NON PATENT LITERATURE DOCUMENTS							
Examiner Initials *	Cite No.1	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T 2					
		www.actv.com, Screen Print, 10/8/2000						
		"ACTV, Inc. Offers Exclusive Preview of 'Individualized Television' at Official All- Star Café," Business Wire, Sept. 16, 1998.						
		"ACTV's HyperTV & 'Individualized Television' to be Powered by Sun Microsystems' JavaTV Technology," Business Wire, Apr. 21, 1999.						
		Whitaker, Jerry, "Interactive TV: Killer Ap or Technical Curiosity?", Broadcast Engineering, Dec. 1999.						
		Dickson, Glen, "Digital TV gets specifically directed," Broadcasting & Cable, June 5, 2000.						
		Reed, David, "The future is digital," Precision Marketing, v. 13, n.51, pg. 27, Sept. 21, 2001.						
		Wasserman, Todd, "Mining Everyone's Business." Brandweek, February 28, 2000. 19 pages						

Signature Considered	Examiner Signature		Date Considered	
----------------------	-----------------------	--	--------------------	--

(use as many sheets as necessary)

Sheet

of 9

Approved for use through 10/31/2002. OMB 0651-0031
U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

Strange, Aaron N.

01376

Attorney Docket Number

Examiner Name

OTHER PRIOR ART NON PATENT LITERATURE DOCUMENTS					
		Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where publisher.			
		CAULEY, LESLIE, "Microsoft, Baby Bell Form Video Alliance," <u>The Wall Street Journal</u> , September 26, 1994			
		"power, flexibility, and control," RespondTV, www.respondtv.com/whyrespond.html (11/16/01) pp. 1-2.			
		"It just clicks!," RespondTV, www.respondtv.com/inaction.html, (11/16/01) pp.1-2.			
		"Nielsen Media Research – Who We Are & What We Do," www.nielsenmedia.com/whoweare.html, (10/11/01) pp.1-4.			
		Aggarwal et al ("A Framework for the Optimizing of WWW Advertising" Proceedings of the International IFIP/GI Working Conference Trends in Distributed Systems for Electronic Commerce, Pages:1-10, Year of Publication: 1998).			

Examiner Signature	Date Considered	